

TALL BUILDING FOR MADISON AVE.

Twenty-three Story Structure Planned for Anderson Gallery Site.

\$125,000 FRONT ST. SALE

Operator Buys From Smith Estate—Big Plant to Cover Brooklyn Block.

A twenty-three story office building, estimated to cost over \$500,000, will be erected at the northwest corner of Madison avenue and Fortieth street, the site of the Anderson Art Galleries, by the 21 East Fortieth Street Corporation, a new company formed by Goldwin Starrett, president; Alfred Nathan and Kalman Haas, vice-presidents; Alfred Rheinhardt, secretary, and Robert Haas, treasurer. The new building will be from plans by Starrett & Van Vleck and is to be completed by the spring of 1918. The construction contract has been awarded to Rheinhardt & Co., Inc. Recently the Anderson Galleries purchased the fee to the corner and to 15-17 East Fortieth street from Mrs. L. B. Hyde. The latter was turned over to the newly formed 21 East Fortieth Street Corporation, composed of W. H. & W. K. Blaby of St. Louis and M. E. Sampson. A few weeks ago Mitchell Kennedy, president of the Anderson Galleries, purchased the property at 142-144 West Fifty-seventh street and 129-141 West Fifty-sixth street, presumably for the future home of this concern. The Madison avenue corner is 61,285 feet in size.

DEAL IN COFFEE DISTRICT.
The Charles F. Noyes Company has sold for the Smith estate to Samuel Kirkpatrick & Co. 87 Front street, a five story and basement office building, on plot 48.4x101.6, in the coffee trade district. It is valued at \$125,000 and shows a rental of \$14,535 a year.

HEIGHTS FLAT TRADED.
WEST 17TH STREET—The Nehring Company has sold 502 West 17th street, a five story apartment house, on plot 44.1x110, to the Nehring Company. The transaction involves about \$60,000.
WEST FIFTIETH STREET—The Bond & Mortenson Guarantee Company has sold 217 West Fiftieth street, a three story dwelling on lot 19.2x100.6, acquired through foreclosure proceedings on last Thursday.

BUY BROOKLYN BLOCK.

Frank A. Seaver has sold a plot 700x100 on the north side of Fifty-second street, First and Second avenues, near the Bush Terminal, for the Arabel Manufacturing Company, a new company, which will soon erect a large building for their occupancy.
Frank A. Seaver has sold a plot 140x120 on the south side of Seventy-seventh street, 150 feet westerly from Colonial road, for the Ellis Assets Corporation to an investor.

BUSINESS SPACE LEASED.

Frederick Southack and Alwyn Ball, Jr. have rented to Bricker & Dolinsky the store and basement at 25 Mercer street; to Seal & Barney the store at 388-340 Canal street; to estate of David Harris, store and basement at 147 Broadway; to Rosen Bros. the second floor at 445 Broadway, and to Lahey & Sons seventh floor at 99-101 Fifth avenue. E. Henry Rickhardt has leased to Anne G. Kerrigan the four story dwelling 251 West Fifty-first street, which she will occupy as a millinery and gown shop after extensive alterations are made, being compelled to move from the Wendel block, Broadway and Fifth street, which is to be torn down.
A. A. Hagaman has leased the store and basement at 636 Sixth avenue to N. P. Antonides Cigarette Company, and store at 643 Sixth avenue to Benjamin Gottlieb.

HEARING ON GARAGE SITES.

The Board of Appeals will hold a public hearing Tuesday afternoon at 2:30 o'clock in room 1124 Municipal Building on applications to erect garages on the north side of East 23rd street, between Carpenter avenue and the Bronx Boulevard, The Bronx; at 556 and 558 Fourth avenue, Brooklyn; at 609 and 616 Boulevard, Rockaway Beach, Queens, and the erection of a stable on the south side of Conesville street, seventy feet west of Manhattan avenue, Brooklyn.

Rockefellers Make Fine Investments While Protecting Their Residence Colony on Fifty-fourth Street From Trade

JOHN D. ROCKEFELLER, JR.'S purchase of the Billings, Hays and Shearer properties on Fort Washington Heights was at first interpreted as the forerunner of the removal of the Rockefeller colony from West Fifty-fourth street because of the trials and troubles which they have had to keep out of trade. The cost of protecting the block was paid to have settled Mr. Rockefeller. On the Fort Washington Heights property, it was pointed out, the situation would be entirely in his hands, for the property is far above the terrain of the upper part of the city.

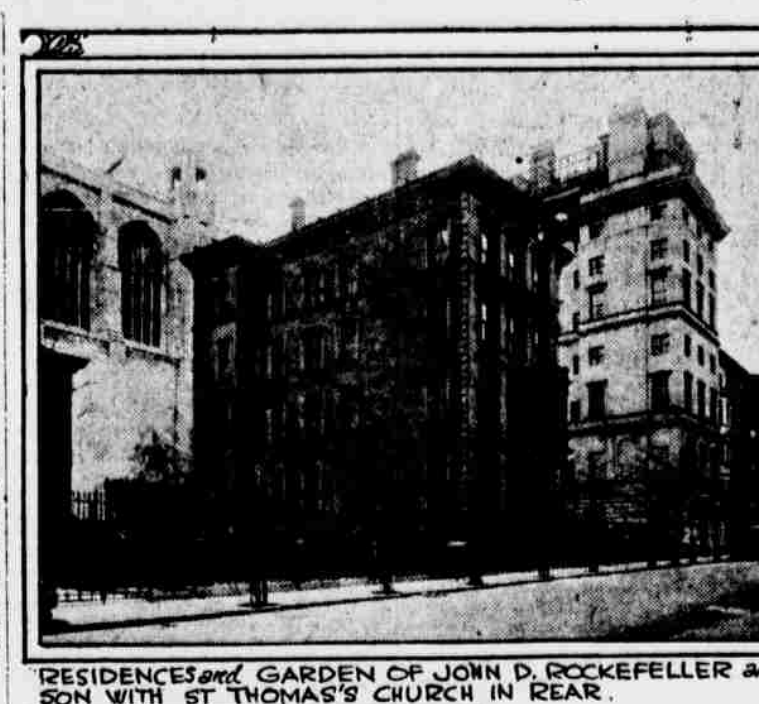
But the Rockefellers are in Fifty-fourth street to stay. They have spent much money in the building up of their home colony just west of Fifth avenue. Sentiment is wrapped about the family group of houses which seem to cluster close to the parental home in the center of the big garden back of the Twombly dwelling at the southwest corner of Fifth avenue and Fifty-fourth street. It is said that the Rockefellers have grown very fond of the location and it would be with much regret that they would leave the block to build their homes anew in another section of the city.

It was because of this great fondness that the Rockefellers began about eight years ago their campaign of protecting the character of the property in the block. It was about the time that the invisible barrier which had been built in Fifth avenue by the Vanderbilts and the Sloanes against the northward march of trade was being assailed that steps were taken by the Rockefellers to prevent trade getting into their block. Prices which trade was offering for properties in or near Fifth avenue tempted some of the owners in the Fifty-fourth street block, but somehow they did not sell. News of the near invasion had finally come to the ears of Mr. Rockefeller. It surprised him greatly, since it would have affected the comfort of his entire family.

From that day on Mr. Rockefeller senior and his son never took their eyes from the real estate situation in the block. They have others to help them keep tabs on the inclinations and desires of neighboring owners in the street. If some one wants to sell and overtures have been made for the purchase of a property for trade purposes Mr. Rockefeller or his agent, who in most cases is William A. White & Sons, gets wind of it and the trader's path is blocked by Mr. Rockefeller, who buys the interest of the threatening neighbor and turns the real estate into apartments for bachelors or alters it so that the money invested brings a good return besides safeguarding the homes of the various members of the Rockefeller family.

It was in 1909 that the Rockefellers took to investing in real estate in Fifty-fourth street, which might affect the value of their property if bought by traders or business interests. The first step in this direction was the purchase of the property at 18 West Fifty-fourth street, which was for sale and was bought by John D. Rockefeller, Jr. occupied the dwelling as a home. It was two years later that the Rockefellers again appeared in the real estate market. In a single day John D. Rockefeller, Jr. bought three properties whose value might be put at several hundred thousand dollars. On this day he acquired the site on which his own home now stands to the west of his father's place, the property to the east of the Rockefeller gardens and the property at 14 West Fifty-third street, which is to the west of the residence of Mrs. Prentice, daughter of John D. Rockefeller. This property and the realty to the east of the old Rockefeller house were utilized as gardens.

The following year the houses at 14 and 16 and 18 West Fifty-fourth street were reported in the market. Whether they had been offered to traders or whether the owners were willing to consider an offer from business concerns or speculators is not known. That was immaterial to the Rockefellers, who created a likelihood of the houses passing to interests which even though they did not use them for trade might prove



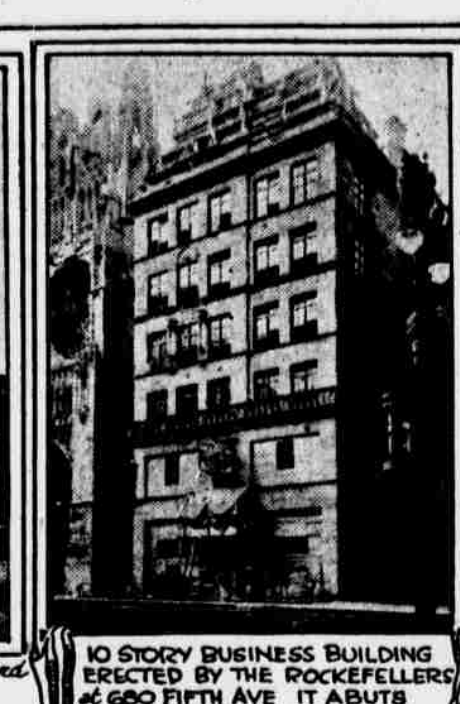
RESIDENCES OF JOHN D. ROCKEFELLER, JR. AND SON WITH ST. THOMAS'S CHURCH IN REAR.



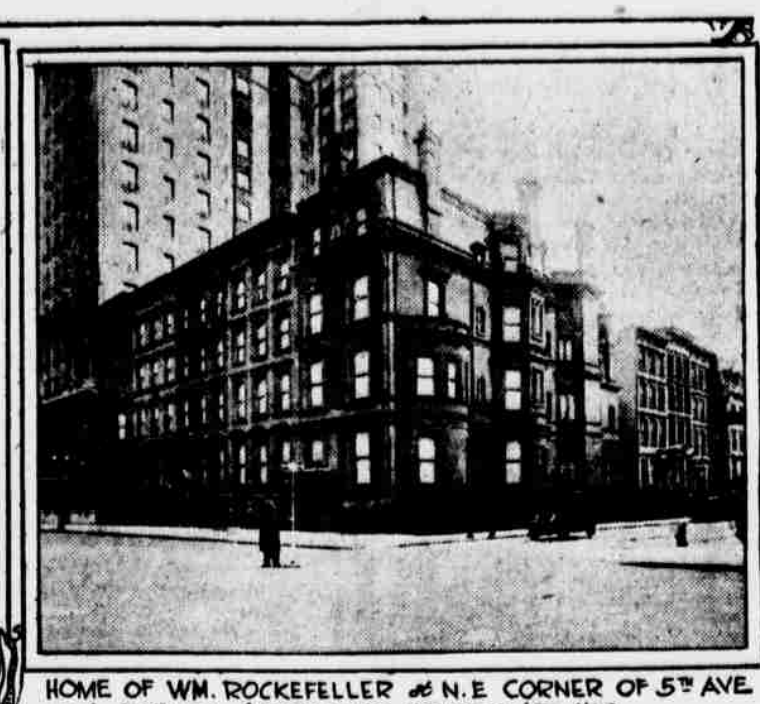
FORMER HOME OF JOHN D. ROCKEFELLER, JR.—13 WEST 54th ST.



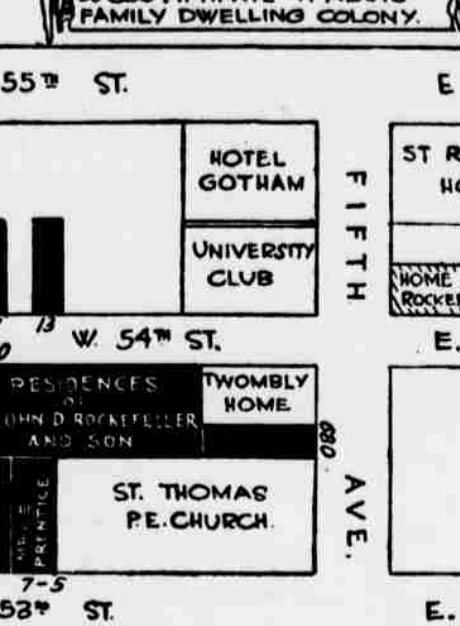
ROCKEFELLERS' PROPERTIES IN THE VICINITY OF FIFTY-FOURTH STREET. ST. BLACK SHOWS RESIDENCES AND HOLDINGS OF JOHN D. ROCKEFELLER AND FAMILY. SHADED PARTS HOLDINGS OF WM. ROCKEFELLER.



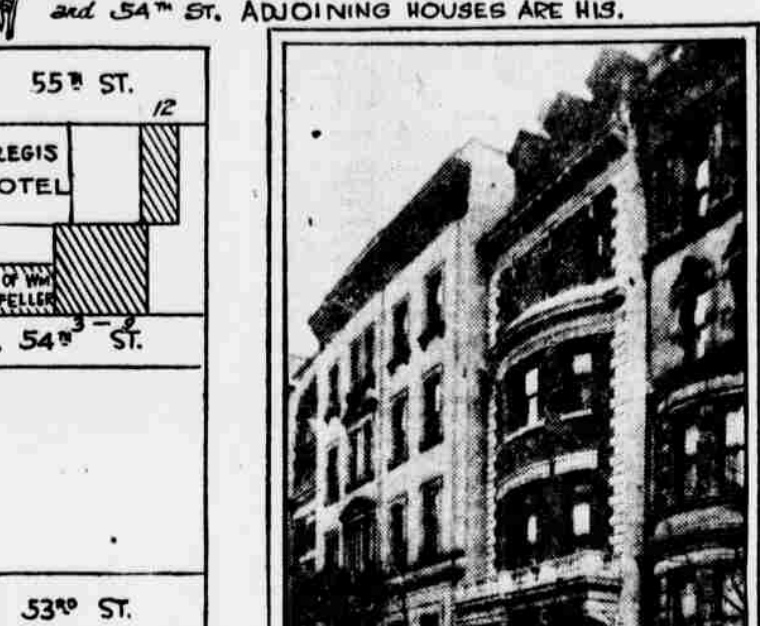
10 STORY BUSINESS BUILDING ERECTED BY THE ROCKEFELLERS AT 650 FIFTH AVE. IT ADJUTS FAMILY DWELLING COLONY.



HOME OF WM. ROCKEFELLER AT N.E. CORNER OF 5th AVE. and 54th ST. ADJOINING HOUSES ARE HIS.



ROCKEFELLERS' LAST PROTECTIVE DEAL DWELLINGS AT 22 AND 24 WEST 54th ST.



DWELLINGS AT 17 & 19 W. 54th ST. FIRST PROTECTIVE PURCHASE MADE BY THE ROCKEFELLERS.

undesirable neighbors. So in March, 1912, Mr. Rockefeller, Jr., through William A. White & Sons, bought the Kinney dwelling on the north side of the street almost opposite the Rockefeller group of houses. He paid \$205,000 for realty which is 48 feet wide and 100 deep improved with a dwelling said to be one of the finest in that part of the city. In a single day John D. Rockefeller got it at a low price. According to records he paid \$55,000 less than the property was assessed for. The dwelling has been altered into suites for bachelors, and it is said to be bringing in a good return on the money invested.

Several months later Mr. Rockefeller, Jr., was again forced to enter the market and buy real estate. In August it was learned that the dwelling at 14 West Fifty-fourth street was for sale and he bought it. It was separated from his home by a single house. The following month the dwelling adjoining the Webb property at 640 Fifth avenue, which backed up on the Rockefeller garden on Fifty-fourth street, was for sale. The dwelling had been gutted by a fire some time before and since the Webbs had built a new house in the old Lenox Hill

section following the trade expansion through Fifth avenue the property was on the market without restriction. It came to the ears of Mr. Rockefeller one day that negotiations were on for the purchase and improvement of the site of the dwelling with a tall commercial building which would overshadow his property. So he bought it. At the time the city assessed it at \$520,000. It was Mr. Rockefeller's aim to resell the property for a dwelling improvement. In fact it was said that he would encourage such a development in more than one way. The property had no call for use as a dwelling site, so Mr. Rockefeller concluded that he would erect a commercial structure.

He has put up a ten story business building which has been treated in such a way as to decide the height and height and purposes. To one who did not know the history of the building it would be taken for a fine dwelling of the French type. It has a mansard roof and harmonizes somewhat with the new St. Thomas's Church at the northwest corner of Fifth avenue and Fifty-third street. Though Mr. Rockefeller was opposed to the building of a commercial structure so close to his property, there is satisfaction for him in the fact that he is able to control the tenancy of the building. Previous to the purchase of

the Webb property Mr. Rockefeller had bought the property at 7 West Fifty-third street for his daughter, Mrs. E. Parmelee Prentice, who lived in the home adjoining to the east. He paid more than \$100,000 for this house to the

Hyde family that his daughter might have a larger home.
Last year three more properties in the east end of Fifty-fourth street were bought by the Rockefellers for the protection of their homes. They are the houses at 17, 22 and 24. Up to date the Rockefellers have bought ten properties for no other purpose than to protect the character of the realty close to their homes. Their effort to control the Fifty-fourth street block has cost a fortune but it has been but a good investment and a safeguard.

William Rockefeller has been nearly as active on the Fifty-fourth street block to the east of Fifth avenue as his brother has been to the west of the avenue. He lives at the northeast corner of Fifth avenue and Fifty-fourth street. From time to time he has added to his holdings in that block. He owns the four dwellings on Fifty-fourth street next to his residence and the property on Fifth avenue just north of his dwelling. He has property abutting on East Fifty-fifth street and near the St. Regis Hotel, which by the way, was not a welcome improvement. He also owns the property at 28 and 40 West Fifty-fifth street. He recently permitted an art dealer to take possession of this property.

Mr. Backer leased the property about two years ago from the New York Central Railroad Company for twenty-one years, with the privilege of renewal. The roofing of the New York Central tracks held up the building of the Chatham hotel recently. Vanderbilt avenue, which now ends at Forty-fifth street, is to be extended north by the New York Central through the center of the blocks between Madison avenue and Park avenue, as far as Fifty-fifth street. This is to be a private highway and will be protected at each block with gates. The Vanderbilt avenue space in front of the Chatham is to be utilized as tennis courts.

QUEEN'S A PAINT CENTRE.
Twenty-two paint and varnish plants, manufacturing approximately 4 per cent. of the entire production of these commodities in the United States, are located in the Borough of Queens, according to the January issue of Queensborough, published by the Chamber of Commerce of the Borough of Queens. The article states that at the present time a large percentage of all paint and varnish products of the United States are distributed from New York or through the medium of the paint and varnish product of the Central West India way to New York for distribution and pays the extra freight cost.

AGENTS FOR YORKERS' PLOTS.

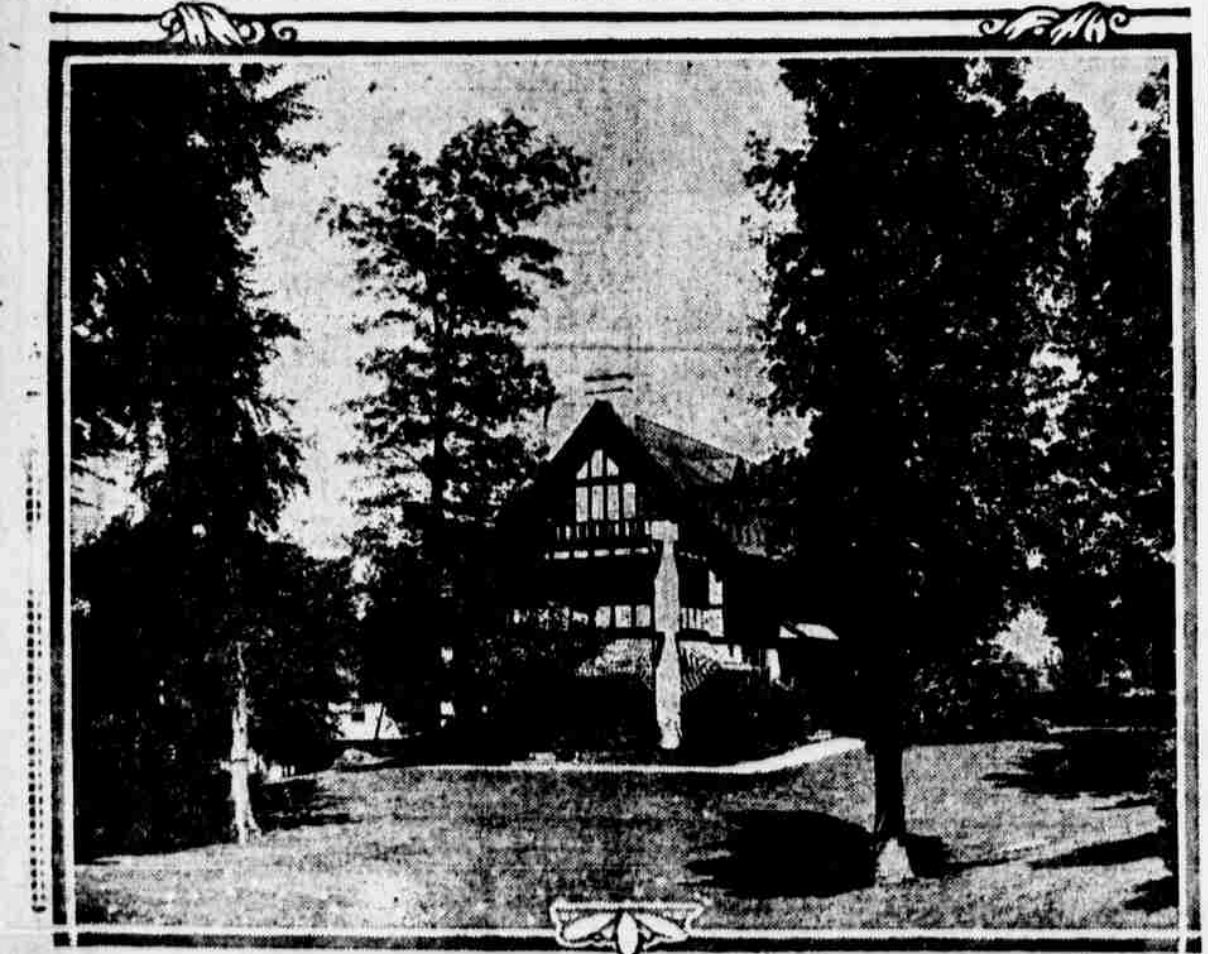
The Tonkers Homes Company, appointed Griffen, Prince & Ripley agents for their property, consisting of several plots, formerly known as the Tonkers plots, which Mr. Andrews has been engaged to represent the agent in the sale of this property.

"Little Woods," Charming Scarsdale Estate Bought by New York Banker

Harry S. Bowers, a member of the firm of Goldman, Sachs & Co., has purchased from Hugh M. Wilson, his country estate on the Grange at Scarsdale, known as Little Woods. This property

consists of a large house of stucco construction with a garage, situated on about two acres on a high point commanding an extensive view of the Scarsdale section. A clump of trees on the property is visible from a great distance and it is because of this that the estate got the name of Little Woods. The Harbottle station and Scarsdale Golf and Country Club are within a mile of the estate. The property was held at \$40,000.

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BROKERS TO DINE.

Plans All Made for Gala Event Next Saturday Night.

Only minor details for the twenty-first annual dinner of the Real Estate Board of New York on the evening of February 3 are still incomplete, and Chairman Eliza Stiffin is confident that the event will set the other twenty annual dinners far in the shade. Mayor Mitchell and Senator Elen R. Brown, majority leader in the Senate, are scheduled as the chief speakers. It is likely that another prominent speaker will be announced later. Some unusual features in the way of entertainment are planned, but there is a good deal of mystery surrounding this part of the programme. The following is a list of those who will be at the gala table: Mayor John Furphy, Mitchell, Senator Elen R. Brown, Senator Robert F. Wagner, Comptroller William A. Prendergast, Borough President Marcus M. Marks of Manhattan, Douglas Mathewson of the Bronx, Lewis H. Founds of Brooklyn and Maurice E. Connolly of Queens; President Frank L. Dowling of the Board of Aldermen, Fire Commissioner Robert Adairson, District Attorney Edward Swann, Gen. Louis W. Stotesbury, Cornelius Vanderbilt, Frederick H. Becker, Robert E. Dowling, William C. Breed, Franklin Pettit, Thomas Shalcross, Charles O. M. Thomas, Robert Grier Cooke and Laurence McGuire, president of the Real Estate Board, who will be the toastmaster.

AFTER MORE BIG CONCERNS.

Ritz Building Makes Bid for 23d Street Section Flirts.

A steady influx of prominent business concerns into the fast developing business section around Twenty-third street and Broadway is expected to follow the completion of the Ritz Realty Company's new sixteen story and basement building at 912 to 920 Broadway, southwest corner of Twenty-first street. M. L. Hess, the broker who had such marked success with the leasing of the Albemarle building, at Broadway and Twenty-fourth street, have been made the sole leasing agents of the Ritz building and will put forth the same endeavors to secure an equally high class of tenants for the new structure as they did for the Albemarle.

Robert M. Catts, president of the Ritz Realty Corporation, watched the renting of the Albemarle with interest, and the class of tenants who occupied it, that he saw to it that M. L. Hess got the agency of his company's new building.

OPERATOR IN NEW OFFICES.

Irving Bachrach Realty Company has taken offices at 277 Broadway.

8,890 NEW L. I. BUILDINGS.

Of These, 7,196 Were Dwellings—Population 25,000 Greater.

Proof of the development of suburban Long Island is contained in a leaflet issued yesterday by Donald Wilson, general agent of the Long Island Railroad, and which shows that 8,890 new buildings were erected on the island in 1916. Of this number 7,196 were dwelling houses, 838 stores, 25 factories and 268 miscellaneous structures. On the basis of these figures the population was increased between 20,000 and 25,000 every year.
Every one of the 160-old towns and villages listed constructed new buildings in 1916. More than 100 structures were put up in Arverna, Bayshore, Bellmore, Bushwick Junction, College Point, Corona, Elmhurst, Flushing, Freeport, Forest Hills, Glendale, Hollis, Jamaica, Lynbrook, Morris Park, Parkville, Richmond Hill, Rockaway Beach, Rockville Centre, Vanover Park and Woodhaven Junction.

Since 1905 87,897 new buildings have been erected on Long Island. Of these 74,076 were dwellings. Over 400 new factories have been located on the island in the twelve years.

The Long Island Railroad sold \$8,795,000 of bonds in 1906 and \$54,803,000 in 1916, an increase of 187 per cent. in ten years.

BANKER RENTS IN 70TH ST.

Pease & Elliman have leased to Louis J. Grumbach of Speyer & Co. the five story American basement dwelling at 116 East Seventy-seventh street, for a long term of years. It is owned by the Sals Company, Fisher Lewins, president.

The Houghton Company has leased for Nathan Kaufmann the four story and basement dwelling at 42 West Ninety-second street to John A. Flores.

\$150,000 RENTAL ON 42ND ST.

The Charles F. Noyes Company has leased a store in the Astor Trust Building, Forty-second street and Fifth avenue, to a company engaged in the sale of the Edwin Clapp shoe. The lease is for ten years at an aggregate rental of about \$150,000. Masten & Nichols, attorneys, represented the owners.

NO MORE PROTRUDING FLATS IN HOME SECTIONS UNDER "SETBACK" PROVISION

Chief Engineer Nelson P. Lewis of the Board of Estimate and Apportionment has submitted to the Committee on City Plan a report relative to the establishment of setback lines. The report lays special emphasis upon two results which probably would follow the adoption of such a policy, one relating to the protection of those who may have bought and improved property under restrictive covenants and the other to the saving in cost to property owners in connection with the original surface improvement

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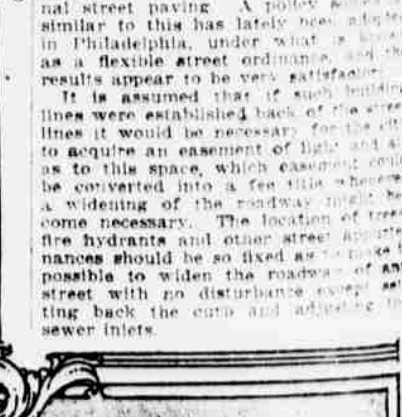
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of the street and to the city in the expense of maintaining an unnecessarily large area of pavement.

The establishment of building lines conforming with the setback restriction imposed by the developer would permit those who bought and built upon restricted property to have the character of that property preserved. Without the establishment of such building lines those who hold the vacant land would have the right to use it in any manner they please even though such use might depreciate the value of adjoining property.



The other advantage pointed out in Mr. Lewis's report is the possibility of laying out streets of less width between street lines, with considerably narrower roadways, which, however, would serve the local needs of the particular streets for many years. When, owing to a

change in the character of the street or an increase in the volume of traffic, more roadway capacity becomes necessary the setback lines could be added to the street and the roadway could be widened. This would enable the owners of property to secure a street improvement at a smaller initial cost and allow them to pay for the additional improvement when it becomes necessary and when their property is better able to stand an assessment for the purpose. At the same time the city would save the cost of maintaining

an unnecessarily large area of pavement. For instance, a residential street 100 feet in width between the buildings does not require for its local needs a roadway thirty feet in width. It would be a residential street 100 feet wide with a four foot paved roadway at the base of its first improvement. It is probable that twenty feet would suffice for a former case and twenty-five feet for the latter, resulting in a saving to the property owner of about \$20 to \$30 per front foot respectively in the cost of the original street paving. A policy similar to this has lately been adopted in Philadelphia, under what is known as a flexible street ordinance. The results appear to be very satisfactory.

It is assumed that if such building lines were established back of the street lines it would be necessary for the city to acquire an easement of light and air as to the space, which easement could be converted into a fee title whenever a widening of the roadway might become necessary. The location of these lines and other street improvements should be so fixed as to make it possible to widen the roadway of a street with no disturbance to the adjacent back lots and adjoining the sewer inlets.